"TOP-LINE"
(Hand-Tab)

WHETHER NORTHWIND IS A MENTHOL, NON-MENTHOL OR NEITHER

	NORTHWIND	
	Test Marketed Ad/Merit Product	Test Marketed Ad/Test Marketed Product
N =	326	234
	%	%
Northwind Is:		
A menthol cigarette	34	44
A non-menthol cigarette	14	10
A different kind of cigarette, which is neither a menthol nor non-menthol	51	42
Don't Know	1	3

QUESTION: And, now that you have tried Northwind cigarettes, would you say Northwind is. . . (READ LIST)?

TABLE 10

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Source: https://www.industrydocuments.ucsf.edu/docs/xxpj0004